

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

## October 17, 2012 AGENDA

1:30 p.m.  
City of Carlsbad  
1635 Faraday Avenue, Room 173A  
Carlsbad, CA

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### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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### **I. CALL TO ORDER**

1:30 p.m.

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF JULY 9, 2012**

To approve the minutes of the July 9, 2012 meeting of the CTBID Board of Directors.

### **(C)IV. AB 10-12-83 APPROVE APPOINTMENTS TO VISITCARLSBAD BOARD**

Approve recommendation by the VisitCarlsbad Board to appoint Kimberly Foo and George Allen to its Board.

### **REPORTS AND DISCUSSION ITEMS:**

### **V. STAFF REPORT**

Staff will provide the following reports at this time:

1. Financial Update

### **VI. AB 10-12-84 REPORT BY VisitCarlsbad**

Accept Report from VisitCarlsbad for period ending June 30, 2012.

**VII. AB 10-12-85 CTBID GRANT PROGRAM 2012-13 FUNDING**

Consider funding CTBID grant applications from In Motion Events/Carlsbad Marathon and Competitor Group/Carlsbad 5000

**VIII. DISCUSSION ITEMS**

1. Surf Cup Presentation

**IX. NEXT MEETING**

Set date for next meeting. Agenda topics to include:

1. Mid-year financial update

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**

# MINUTES

**MEETING OF:** CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT BOARD (Regular Meeting)

**DATE OF MEETING:** July 9, 2012

**TIME OF MEETING:** 1:30 p.m.

**PLACE OF MEETING:** Room 173A, Faraday Administrative Center,  
1635 Faraday Avenue

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**CALL TO ORDER:** Chair Stripe called the Meeting to order at 1:30 p.m.

**ROLL CALL** was taken by the Senior Deputy City Clerk, as follows:

**Present:** Stripe, Canepa, Becerra, McCormick, Akers. Board Member  
Stiebeling arrived at 1:33 p.m.

**Absent:** Nayudu.

### **III. MINUTES FOR APPROVAL**

On a motion by Board Member McCormick, the Board unanimously approved the Minutes of the meeting held May 23, 2012.

### **IV. STAFF REPORT**

Staff liaison Cheryl Gerhardt presented the staff report and PowerPoint presentation regarding financial reports for the year-ending on June 30 that depicted hotel activity through the end of May. By consensus, the Board accepted the reports.

### **V. AB 07-12-80CTBID GRANT FUNDING RECOMMENDATIONS.**

Ms. Gerhardt recommended the Board approve all of the grants as recommended by the VisitCarlsbad Board.

On a motion by Board Member Stiebeling, the Board adopted Resolution No. 2012-3, allocating grant funding for FY 2012-13.

**AYES:** Stripe, Canepa, Becerra, Akers, Stiebeling, McCormick.

**NOES:** None

**ABSENT:** Nayudu

### **VI. AB 07-12-81 VISITCARLSBAD YEAR END RECAP.**

Sam Ross, Executive Director of the DMO, addressed the Board. He introduced staff from Destination Marketing hired by the DMO to assist with digital marketing. Also present for this presentation was Mike Garten, Jennifer Kim, Gia DiMatteo, and Katie Belman from Mindgruve. Mr. Ross reviewed the highlights of the DMO's past year with a PowerPoint presentation (on file in the Office of the City Clerk).

Chair Stripe asked if the DMO could conduct a survey regarding number of visitors that have visited Carlsbad and booked hotel rooms. Mr. Ross replied that Mindgruve could conduct this survey.

Mr. Ross further stated that the DMO does not currently track hotel bookings.

Discussion ensued among Board Members regarding what people do when they visit Carlsbad in relation to booking hotel stays.

Mr. Ross continued his presentation on the goals and objectives of the DMO for FY 2011-12, and explained that the digital focus this past year was to build awareness of Carlsbad. He then reviewed the DMO's objectives for FY 2012-13 and said the DMO is looking for more engagement this coming year.

Mr. Ross and Mr. Garten also introduced the board to "Squawky" the DMO's branding mascot and explained the success of such an item.

Board Member Stiebeling asked how much money is being spent on search engine optimization.

Mr. Garten said that about \$5,000 has been spent to target not only a broad search in the San Diego area but also to focus on the group direct aspect.

#### **VII. AB 07-12-82 ELECTION OF OFFICERS.**

General Counsel Edmonson informed the Board that only the position of Chair was eligible for election.

On a motion by Board Member Canepa, Board Member Stripe was elected to continue as Chair of the Board.

#### **VIII. NEXT MEETING.**

By consensus, the Board agreed to hold the next meeting on October 17, 2012, at 1:30 p.m.

By proper motion the Board Meeting of July 9, 2012, was adjourned at 2:25 p.m.

Sherry Freisinger  
Senior Deputy Clerk



# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

<b>AB#</b>	<b>10-23-83</b>	<i>Approve Appointments to Visit Carlsbad Board</i>	<b>CTBID STAFF</b>	<u>CEA</u>
<b>MTG.</b>	<b>10-17-12</b>		<b>GENERAL</b>	
<b>DEPT.</b>	<b>City Mgr</b>		<b>COUNSEL</b>	

## RECOMMENDED ACTION:

Approve the recommendation by the Visit Carlsbad Board to appoint Ms. Kimberly Foo and Mr. George Allen to its Board.

## ITEM EXPLANATION:

At its 5-23-12 meeting, the Carlsbad Tourism Business Improvement District (CTBID) Board entered into an agreement with the Carlsbad Convention and Visitors Bureau (dba Visit Carlsbad) to provide tourism promotion services for the CTBID for the period July 1, 2012 through June 30, 2013. A provision in this contract was that the CTBID Board had to approve any changes to the Visit Carlsbad Board.

In a letter from Visit Carlsbad Board Chair, Bob Moore, to CTBID Board Chair, Tim Stripe, the Visit Carlsbad Board is recommending that the CTBID Board approve the appointment of Ms. Kimberly Foo, General Manager of Homewood Suites and Mr. George Allen, Director of Sales and marketing for the Sheraton Carlsbad Resort and Spa, to fill the vacancies on the VisitCarlsbad Board. (See letter and Bios at attached Exhibits )

## FISCAL IMPACT:

None.

## ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

## EXHIBITS:

- A. Letter dated October 5, 2012, from Visit Carlsbad Board Chair, Bob Moore, to CTBID Board Chair, Tim Stripe, recommending Kimberly Foo and George Allen fill the vacancies on Visit Carlsbad Board.
- B. George Allen Bio
- C. Kimberly Foo Bio

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

<b>FOR CITY CLERKS USE ONLY.</b>			
<b>BOARD ACTION:</b>	<b>APPROVED</b> <input type="checkbox"/> <b>DENIED</b> <input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b> <input type="checkbox"/> _____ <b>CONTINUED TO DATE UNKNOWN</b> <input type="checkbox"/> _____	



October 5, 2012

Mr. Tim Stripe  
Vice Chairman  
Carlsbad Tourism Business Improvement District  
City of Carlsbad  
1635 Faraday Ave.  
Carlsbad, CA 92008

Dear Tim,

The Board of Directors of Visit Carlsbad, Carlsbad's Destination Marketing Organization would like to put forth the following individuals, Ms. Kimberly Foo, General Manager of Homewood Suites, and Mr. George Allen, Director of Sales and Marketing, Sheraton Carlsbad Resort & Spa, as the replacements for the seats vacated by Mr. Jason Durbin and Mr. Drew Allison on the Visit Carlsbad Board of Directors.

Per the agreement between the CTBID and Visit Carlsbad we ask that the CTBID board approve Ms. Foo and Mr. Allen at the next CTBID meeting to be held on October 17, 2012. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Moore", is written over a horizontal line.

Bob Moore  
Chairman  
Visit Carlsbad

## George Allen Bio



George is currently the Director of Sales and Marketing for both The Sheraton Carlsbad Resort and Spa, and Grand Pacific Palisades Resort. Responsibilities include the Group Sales, Catering, Conference Services, Marketing, and Corporate Individual Business Travel efforts.

George most recently came from Destination Hotels and Resorts, where he directed the Group Sales efforts and lead a sales team for two 4 Diamond resorts, Estancia La Jolla and L'Auberge Del Mar. During his tenure, he gained many accolades-- including nomination of, and runner up for, Destination Hotels and Resorts Sales Team of the Year, and completing 2010 as the second most productive Sales Office within the organization.

Prior to Destination Hotels and Resorts, George worked with La Quinta Resort and Club in Palm Springs, CA. As the Director of Sales, he was responsible for directing the Group Sales, Golf Sales, Social and Corporate Catering, Conference Services and Travel Industry Sales efforts for the 796-room, four Diamond resort.

During the seven years previous to La Quinta Resort & Club, George directed the group sales team and efforts at La Costa Resort and Spa, a 611-room luxury golf resort and spa. Over his six-year tenure and amongst his many successful initiatives as Director of Sales, George successfully lead the group sales effort through a complete resort renovation, re-launch and re-branding effort of the property.

In addition to the notable properties aforementioned, George has employed similar roles at the following highly regarded properties:

- Miraval, Life in Balance Resort and Spa, Tucson
- Four Seasons Resort Aviara, Carlsbad, CA
- The Pierre, a Four Seasons Hotel, New York, New York
- The Ritz Carlton Rancho Mirage, Rancho Mirage, CA,
- The Ritz Carlton Marina Del Rey, Los Angeles, CA

George is an alumnus of California State University, Long Beach, graduating with a Bachelor of Arts degree in psychology, and emphasis in marketing.

On a personal note, George and his wife of almost 9 years, Susie, have two daughters- Julia, 7, and Katie, 4. They keep busy with their home in Bonsall, complete with 50 avocado trees and 15 lime trees, and plan to add to their already large fruit tree collection! His girls love singing, dancing, and playing princess dress up. The family loves the outdoors activities, including mountain biking, camping, and gardening. George is an avid rock and roll concert-goer, a self-taught drummer, and has played in several bands. George is a big baseball fan, having played baseball his entire youth, throughout High School, New York Mets Scout league, and playing Shortstop in college for the Southern California College Vanguard (now Vanguard University). George is very passionate about Charger football, too! He enjoys the occasional round of golf in his spare time.

While on vacation, the Allen family may be sighted swimming, snorkeling, and relaxing on the Big Island of Hawaii.

## EMPLOYMENT OVERVIEW

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### **ISLAND HOSPITALITY, INC**

#### **HOMEWOOD SUITES BY HILTON, CARLSBAD, CA**

*General Manager, August 2012 - Present*

### **COURTYARD BY MARRIOTT, PASO ROBLES, CA**

*Opening General Manager, June 2007 – August 2012*

Managed pre-opening and ongoing operations of the first Marriott product within the community. 130 room hotel with restaurant and bar. Strong focus on community relations and guest satisfaction. Established pre-opening budgets to manage overhead and costs, developed recruitment and training strategy, created a positive work environment in line with company's values, vision and mission to produce a dynamic, driven, motivated and results-orientated workforce, Managed all financial, budgetary and P&L responsibilities through effective forecasting and contingency planning to maximize revenue, Developed and maintained a capable and cohesive Executive Team through effective leadership and mentoring.

### **RESIDENCE INN BY MARRIOTT, FREMONT, CA**

*General Manager, December 2005 – June 2007*

Oversee operations, sales & marketing, and administration of this 80-suite hotel. Achieved Quality Assurance score of 86%, internal audit score of 85.6% and increased overall Guest Satisfaction by 5%. Strong focus on customer service and employee relations including hiring, training, and motivating staff of approximately 25 employees to meet and exceed guest expectations. Responsible for achieving annual revenue goals, managing P&L statement, and compliance with Island Hospitality and Marriott Int'l standards. Lead the sales efforts by setting goals, conducting sales meetings, joint appointments and cold calling, and owning top accounts. Exceeded budgeted RevPAR in 2006 by 12% with a year-over-year increase of 19%.

### **PACIFICA HOTEL COMPANY**

#### **COTTAGE INN BY THE SEA, PISMO BEACH, CA**

*General Manager, June 2005 – December 2005*

Report directly to the Area General Manager of this 80-room hotel. Oversee operations, revenue management, and ensure total guest and employee satisfaction. Ensure adequate processing of accounts payable and receivables. Manage staff of 25 employees including a front office manager, housekeeping supervisor, and a maintenance supervisor.

### **WESTERN INTERNATIONAL**

#### **SPRINGHILL SUITES BY MARRIOTT, ARLINGTON, TX**

*General Manager, July 2004 – June 2005*

Oversaw operations, sales and marketing, and administration of this 121-suite hotel. Managed a staff of 30 employees including an assistant general manager, two sales managers, housekeeping supervisor, maintenance supervisor, and front desk supervisor. Serve as employee outlet for human resources information, training and team leadership. Respond to and resolve guest issues. Responsible for achieving annual revenue goal of \$2.2 Million dollars, manage P&L statement, inventory control and compliance with all applicable laws and/or ordinances, as well as Marriot International standards. Achieved Quality Assurance score of 91%. Oversaw million-dollar property renovation.



**TOWNEPLACE SUITES BY MARRIOTT, TEMPE, AZ**

*Operations/General Manager, December 2002 – July 2004*

Reported directly to the Area General Manager as the Operations Manager/Acting General Manager. Promoted to General Manager in July 2003. Oversaw all aspects of this 118-suite extended stay hotel. Began \$1M full renovation before being requested to relocate.

- Increased occupancy by 34.1% and RevPAR by 29.9% from 2002 to 2003.
- Hotel awarded Most Improved Occupancy, Most Improved Extended Stay Occupancy, and Most Improved RevPAR for 2003 by Marriott International, Inc.
- Achieved QA scores of 92%

**MARRIOTT INTERNATIONAL, INC.**

**TOWNEPLACE SUITES BY MARRIOTT, MANHATTAN BEACH, CA**

*Sales Coordinator, April 2002 – November 2002*

Assisted the TownePlace Suites and the SpringHill Suites Director of Sales and Sales Managers with proposals, contracts and correspondence. Coordinated sales blitzes and advertisements for promotional and special events. Generated client leads. Developed new client relationships while maintaining existing client relationships. Performed desk clerk functions when called upon.

## **AWARDS**

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**COURTYARD BY MARRIOTT, PASO ROBLES, CA**

*DIAMOND GENERAL MANAGER OF THE YEAR 2011 AWARDED BY MARRIOTT INT'L  
HOTEL & MOTEL MANAGEMENT MAGAZINE, JULY 2012 UPCOMING GENERAL MANAGER  
GOLD HOTEL GUEST SATISFACTION 2008, 2010, 2011  
SILVER HOTEL GUEST SATISFACTION 2009*

**TOWNEPLACE SUITES & SPRINGHILL SUITES BY MARRIOTT, MANHATTAN BEACH, CA**

*SALES PERSON OF THE QUARTER, Quarter 3 2002*

**TOWNEPLACE SUITES BY MARRIOTT, TEMPE, AZ**

*GM OF THE PERIOD, Period 5, 6, 7, 8, & 9 2003*

Western International

*GM OF THE QUARTER, Quarter 2 2003*

Western International

**SPRINGHILL SUITES BY MARRIOTT, ARLINGTON, TX**

*GM OF THE PERIOD, Period 8 2004*

Western International

## **COMMUNITY RELATIONS**

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*Travel Paso Robles Alliance, October 2008 – September 2012*

Served as Co-Chairman of the Board, October 2008-2010

*Paso Robles Chamber of Commerce, Board of Directors December 2010-August 2012*

Annual Gala Committee, Vice Chair 2010 & 2011

Business Expo Committee, 2010 & 2011



# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

<b>AB#</b>	<b>10-12-84</b>	<i>Accept Report from VisitCarlsbad for Period Ending June 30, 2012</i>	<b>CTBID STAFF</b>	<u>                    </u>
<b>MTG.</b>	<b>10-17-12</b>		<b>GENERAL</b>	<u>                    </u>
<b>DEPT.</b>	<b>City Mgr</b>		<b>COUNSEL</b>	<u>                    </u>

## RECOMMENDED ACTION:

Accept report from VisitCarlsbad for period ending June 30, 2012 and direct staff on allocation on unspent 2011-12 funds.

## ITEM EXPLANATION:

The CTBID contracts with VisitCarlsbad to provide various tourism services. The contract requires VisitCarlsbad "To provide periodic updates at the CTBID's request and a year-end report on the program of work deliverables which shall include an accounting of funds spent by program in a format approved by the CTBID Board. Allocation of the unspent funds shall be determined by the CTBID Board". Attached is the year-end report for the fiscal year ending June 30, 2012. (Exhibit 1)

The 2011-12 Profit and Loss VisitCarlsbad submitted with its year-end report (Exhibit 1) shows that Research, Interactive Marketing, and Group Direct Services were underspent and Collateral Production and Fulfillment were overspent as of June 30, 2012. In addition, the report shows \$3,507 in unspent funds at the end of the year. The Board should discuss the reallocation of budget amount line items as well as how to allocate the \$3,507 of the 2011-12 unspent funds and direct staff accordingly.

## FISCAL IMPACT:

None.

## ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

## EXHIBITS:

1. Report from Visit Carlsbad for period ending June 30, 2012.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

### **FOR CITY CLERKS USE ONLY.**

<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/>	<u>                    </u>
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>	<u>                    </u>
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>	<u>                    </u>
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>	<u>                    </u>
	<b>AMENDED</b>	<input type="checkbox"/>			

**Visit Carlsbad**  
**Profit & Loss Report**  
**FY 2012 Year End**

	<b>FY 2012 Budget</b>	<b>FY 2012 Actuals</b>	<b>Variance</b>
Carryover from FY 11	\$ 9,545	\$ 9,545	
<b>Income</b>			
700 Public Sources			
701 CTBID Revenues	744,582	744,576.00	-\$6.00
<b>Total 700 Public Sources</b>	<b>\$ 744,582</b>	<b>\$ 744,576.00</b>	<b>-\$6.00</b>
705 Private Sources			
706 Retail Sales		186.67	\$186.67
<b>Total 705 Private Sources</b>		<b>\$ 186.67</b>	<b>\$186.67</b>
<b>Total Income</b>	<b>\$ 744,582</b>	<b>\$ 744,762.67</b>	<b>\$ 180.67</b>
<b>Expenses</b>			
800 Labor Expenses			
801 Salaries - Officers	86,520	86,520.00	\$0.08
802 Salaries - Direct Labor	109,232	113,607.92	\$4,376.38
803 Employee Benefits	27,714	21,408.22	-\$6,305.78
804 Workers Comp. Insurance		4,378.11	\$4,378.11
806 Payroll Tax Expense (SUI, FUTA)	16,074	16,089.33	\$15.33
<b>Total 800 Labor Expenses</b>	<b>\$ 239,539</b>	<b>\$ 242,003.58</b>	<b>\$2,464.12</b>
900 Promotional Programs			
901 Advertising & Production	20,000	22,154.97	\$2,154.97
902 Research	5,000	3,100.00	-\$1,900.00
903.1 Interactive Marketing *	364,545	355,000.00	-\$9,545.00
903.2 Group Direct Services	50,000	45,228.75	-\$4,771.25
904 Travel & Entertainment**	10,000	10,768.50	\$768.50
905 Dues & Subscriptions	10,000	10,038.15	\$38.15
906 Collateral Prod. & Fulfillment**	26,000	33,455.48	\$7,455.48
<b>Total 900 Promotional Programs</b>	<b>\$ 485,545</b>	<b>\$ 479,745.85</b>	<b>-\$5,799.15</b>
950 General Administration Expenses			
951 Bank Service Charges	1,100	795.95	-\$304.05
952 Equipment Rental & Replacement	4,000	3,331.64	-\$668.36
953 Facility Repairs & Maintenance	108	67.00	-\$41.00
954 General Liability Insurance	2,400	965.00	-\$1,435.00
956 Office Supplies	3,000	4,482.46	\$1,482.46
957 Postage	1,200	1,780.90	\$580.90
958 Taxes - General	135	10.00	-\$125.00
959 Telephone	5,500	5,920.43	\$420.43
960 Professional Services	5,500	5,600.00	\$100.00
961 Volunteer Program	1,000	1,585.03	\$585.03
962 Miscellaneous Expenses	500	-50.53	-\$550.53
963 Utilities	3,700	2,350.30	-\$1,349.70
964 Computer Expense	900	1,919.50	\$1,019.50
965 Office/General Administrative Expenses		294.00	
<b>Total 950 General Admin Expenses</b>	<b>\$ 29,043</b>	<b>\$ 29,051.68</b>	<b>\$8.68</b>
<b>Total Expenses</b>	<b>\$ 754,127</b>	<b>\$ 750,801.11</b>	<b>\$3,507</b>
<b>Net Income</b>	<b>\$ (0)</b>	<b>\$ 3,507</b>	


**Notes:**

\* Budget Includes \$9,545 carryover from FY11 that was allocated by CTBID Board to interactive marketing.

\*\*Over budget due to SATW Conference in New Zealand and printing of lure brochures



## CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

<b>AB#</b>	<b>10-12-85</b>	<b>CTBID GRANT PROGRAM FY 2012-13 FUNDING</b>	<b>CTBID STAFF</b>	
<b>MTG.</b>	<b>10-17-12</b>		<b>GENERAL</b>	
<b>DEPT.</b>	<b>City Mgr</b>		<b>COUNSEL</b>	

### RECOMMENDED ACTION:

1. Review and consider funding CTBID grant applications from In Motion Events (Carlsbad Marathon) and Competitor Group (Carlsbad 5000).
2. Adopt Resolution No. 2012-4 allocating amounts to be determined to the organizations identified.

### ITEM EXPLANATION:

In 2008, the CTBID board approved the guidelines to establish a formal grant program. The objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$50,000 in their 2012-13 budget to fund these grants. The grant applications were due June 15th. Four applications were received with funding requests totaling \$35,000. As part of their contract with the CTBID, the VisitCarlsbad Board reviewed the applications to make funding recommendations to the CTBID Board. The VisitCarlsbad Board met the week of June 18<sup>th</sup>, to evaluate the grant requests. The requests were evaluated based on the following:

- Overall program promotes overnight stays in hotels
- Program included a "hotel tie in" (ie special rate or package)
- Compelling nature of the project and its potential image impact for the region
- Strength of marketing and public relations plan, including partnerships
- Likelihood that the project will receive publicity outside the San Diego Market
- Time of year that the event occurs

As a result of their review and evaluation, the VisitCarlsbad Board recommended \$20,000 in funding for the Mercury Insurance Open and they did not recommend funding for ArtSplash. These recommendations were approved by the CTBID Board at its July 9, 2012 meeting.

The VisitCarlsbad Board could not come to a consensus on whether to fund the grant applications from In Motion Events/Carlsbad Marathon and Competitor Group/Carlsbad 5000

and therefore have no recommendation. Therefore the CTBID Board shall review the attached applications and consider whether to fund the grant requests.

**FISCAL IMPACT:**

The CTBID 2012-13 Budget contains an appropriation of \$50,000 for CTBID Grants of which \$30,000 is still available. No further appropriation is required.

**ENVIRONMENTAL IMPACT:**

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

**EXHIBITS:**

1. Resolution No. 2012-4 allocating funding to the organizations identified.
2. Summary of CTBID Grants
3. Competitor Group/Carlsbad 5000 CTBID grant application
4. In Motion Events/Carlsbad Marathon CTBID grant application

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

***FOR CITY CLERKS USE ONLY.***

<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/>	_____
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>	
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>	
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>	
	<b>AMENDED</b>	<input type="checkbox"/>			

**RESOLUTION NO. 2012-4****RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT, ALLOCATING CTBID GRANT FUNDING FOR  
2012-13**

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**WHEREAS**, on March 18, 2008, the Board the Carlsbad Tourism Business Improvement District (CTBID) established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

**WHEREAS**, four organizations submitted applications for 2012-13 CTBID grant funds; and

**WHEREAS**, the VisitCarlsbad Board reviewed the applications and made funding recommendations to the CTBID Board for two of the organizations which were approved at the CTBID Board's July 9, 2012 meeting.

**WHEREAS**, the CTBID Board reviewed the applications for the other two organizations.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. That the CTBID Board hereby allocates funding in the amount of \_\_\_\_\_ to In Motion Events for the 2013 Carlsbad Marathon in accordance with the Grant Guidelines.
3. That the CTBID Board hereby allocates funding in the amount of \_\_\_\_\_ to Competitor Group for the 2013 Carlsbad 5000 in accordance with the Grant Guidelines.

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**PASSED, APPROVED, AND ADOPTED** at a regular meeting of the Board of Directors of the Carlsbad Tourism Business Improvement District on the \_\_\_\_day of \_\_\_\_\_ 2012, by the following vote to wit:

**AYES:**

NOES:

ABSENT:

**TIM STRIPE**  
Chair

ATTEST:

LORRAINE WOOD  
Pro Tem Clerk of the  
Carlsbad Tourism Business Improvement District

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**SUMMARY OF CTBID GRANT REQUESTS**  
**2012-13**

**Grant Program Objectives:**

- a. Fund projects or events that are going to increase the overnight stays in hotels;
- b. Encourage the development of innovative tourism products;
- c. Promote collaboration within and across sectors of the tourism industry;
- d. Reach important travel segments such as multicultural, family and senior markets;
- e. Strengthen the marketing capacity of our partnering organizations; and
- f. Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

<b>Event Description</b>	<b>2011-12 Grant Request</b>	<b>2011-12 Recommended Funding</b>	<b>Past Years Funded</b>
<b>Mercury Insurance Open-</b> Women's Tennis Association Tournament to be held at the La Costa Resort & Spa July 14 - 22, 2012. This event will have international television coverage and is anticipated to attract 30,000 out of town visitors. Grant request is for TV advertising, Hispanic Marketing print and broadcast and collateral materials and postage. This year they have a new event managing company, Desert Champions, LLC.	\$15,000+	\$ 20,000	2
<b>ArtSplash</b> - This annual two day event is a festival of arts, food and fun held on Armada Drive in Carlsbad. The event will take place this year September 22nd & 23rd and is expected to attract 30,000 visitors. This year they are requesting funding to redesign their website.	\$ 5,000	0	4
<b>In Motion, Inc.</b> - The Carlsbad Marathon is to be held January 27, 2013. This event is projected to bring 3,000-4,000 out of town visitors. Grant request is for advertising to nearby markets including Orange, Los Angeles, Riverside and San Bernardino as well as border cities in AZ and NV. They will also promote more race related and local activities and attractions to encourage marathoners to spend more time in Carlsbad.	\$ 10,000	tbd	4
<b>Carlsbad 5000</b> - The Carlsbad 5000 is a two day running event that has taken place in Carlsbad for the past 27 years. It brings more than 20,000 runners, spectators and running fanatics to Carlsbad each year. Grant money would be used to expand marketing efforts to increase the number of participants.	\$ 20,000	tbd	0
<b>Total</b>	<b>\$ 35,000</b>	<b>\$ 20,000</b>	



**Carlsbad Tourism Business Improvement District  
GRANT APPLICATION**

**Submit to:**  
**Carlsbad Tourism Business Improvement District**  
**Attn: Cheryl Gerhardt**  
**1635 Faraday Avenue**  
**Carlsbad, CA 92008**

**Due Date June 15, 2012**

**Or Fax to 760-602-8533 or email [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)**  
**Questions? Call Cheryl Gerhardt 760-602-2753**

*Please complete the following application. You may attach additional pages if necessary.*

Name of Applicant: Competitor Group / Carlsbad 5000

Address: 9477 Waples St. Ste 150; San Diego, CA 92121

Phone: (858) 450-6510

Email bholt@competitorgroup.com

Contact Bekah Holt  
name

(858) 768-6415  
phone

Federal Tax ID # or Social Security #: 26-1399945

Amount of Grant Request: \$ 20,000

**Program Description/Scope** (please use additional pages if necessary but no more than 3):

*Describe your program:*

See attached document.

**Financial Capabilities/Budget:**

Current funding sources and levels (identify source of matching funds):

See attached document

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the CTBID. Proof of program expenses (ie receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

We agree to adhere to the reporting requirements described above.

Yes ☒ No ☐

**Other Requirements**

Grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

**Certification:**

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge.

Beham K. A.  
Signature

Event Manager  
Title

6/14/12  
Date

**Grant Application Timetable**

May 23, 2012	Grant guidelines available
June 15, 2012	Grant applications due to City office by 5 p.m.
June 2012	Grant applications reviewed
July 2012	Grant recipients announced

**CARLSBAD TOURISM GRANT APPLICATION**  
**Carlsbad 5000**

**Program Description:**

The world famous Carlsbad 5000 running event has taken to the streets of Carlsbad for 27 years. Carlsbad 5000 is known for its scenic course, beach party atmosphere and most distinctively, world records. Carlsbad is home to 16 world records in the 5K race and the top 22 World's Best 5K finishes of all time.

The fast, scenic course and euphoric atmosphere bring more than 20,000 runners, spectators and running fanatics to Carlsbad each year.

In its 24<sup>th</sup> year, Junior Carlsbad was one of the first running events for kids. Each year 3,000 kids, 12 and under, come to Carlsbad for a day of running fun. The race distances range from a diaper dash for the toddlers to a mile run for the 7-12 year olds. The event is catered for all abilities and skill levels, with the main focus on encouraging kids to live a healthy lifestyle and making running fun!

Carlsbad 5000 and Junior Carlsbad combined make for a fun family friendly event weekend focused on health and fitness.

CGI strategizes and conducts a thorough marketing campaign each year including but not limited to print, television, digital, email, social media, grassroots and a national promotion expo tour.

**Print:** Approximately 200,000 collateral pieces are printed each year for the Carlsbad 5000 and Junior Carlsbad events for promotions and event notifications. These pieces are distributed through direct mail, grassroots marketing, expos and distribution.

In addition, print ads run in magazines and newspapers including, but not limited to, Competitor Magazine, Triathlete Magazine, Race Place (cover) and Coast News.

**Digital:** As part of Competitor Group Inc., other digital media properties are leveraged to promote the event and the City of Carlsbad both locally and nationally by placing banner ads on appropriate race and content pages. For example, CGI features a digital banner ad on the Rock 'n' Roll San Diego, P.F. Chang's Rock 'n' Roll Arizona and TriRock San Diego event page(s) during high traffic times.

Social Media is an increasingly successful mode of marketing for Carlsbad 5000 and Junior Carlsbad. We not only use our own Facebook page to communicate to runners, but we also partner with many other businesses and events to promote to one another's fan base.

**Email:** Having large databases from our other properties, we leverage lists from other Competitor Group events (i.e. Rock 'n' Roll Marathon Series) to draw in new runners each year. In order to reach an even broader demographic, we also partner with other local events and organizations to promote to their lists.

#### **Financial Capabilities/Budget:**

##### **Marketing:**

- General Promotions: \$6,000
- Printing: \$11,000
- Grassroots: \$2,500
- Direct Mail: \$10,000
- Distribution: \$3,000
- Advertising: \$36,640
- **TOTAL MARKETING SPEND: \$69,140**

*Additional financial contributions, from departments other than marketing, available upon request.*

#### **How Grant Money would be Spent:**

With additional money for event marketing from the grant, the Carlsbad 5000 team would expand their marketing plan. New marketing initiatives would include the following, with the main goal to increase the number to participants and therefore increasing the economic impact for the city.

- Increase direct mail to include counties outside of San Diego
- Create new signs for Carlsbad Kiosks that do a better job of marketing the event
- Print banners to be placed along seawall in Carlsbad and Encinitas leading up to the event (pending permit approvals from cities)
- Buy new email lists for areas outside of San Diego County to bring more and new out of town runners
- Buy and print signage (i.e. A-Frames) for trailheads in and around the Carlsbad area (pending city permit approval)
- Increase the number of grassroots events attended throughout the year

If there are marketing initiative Carlsbad Tourism would like to see done, CGI is willing to explore any and all marketing ideas.

#### **About Competitor Group Inc.**

Headquartered in San Diego, Calif., Competitor Group, Inc. (CGI) is the active lifestyle industry's leading media and event entertainment company. The aggregate CGI customer base now exceeds 7 million endurance enthusiasts and athletes. CGI's portfolio of media assets dominate the expanding endurance industry and include a robust digital community on the web and on mobile across the Competitor Endurance Sports Network of websites. With a leading market share of endurance enthusiasts, CGI owns and operates more than 65 events around the world, including the flagship Rock 'n' Roll Marathon Series in 29 markets, the Land Rover TriRock Triathlon Series in 7 markets, the Columbia Muddy Buddy Series in 8 markets and the Lady Speed Stick® Women's Half Marathon Series in 5 markets, collectively delivering more than 600,000 professional and amateur participants in 2012. Anchoring the company with rich content and marketing leverage are five publishing properties dedicated to running, cycling and triathlon including *Velo*, *Inside Triathlon*, *Triathlete*, *Women's Running* and *Competitor* with a combined monthly circulation of over 700,000.

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Carlsbad, CA 92008**

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Questions? Call Cheryl Gerhardt 760-602-2446**

*Please complete the following application. You may attach additional pages if necessary.*

Name of Applicant: In Motion, Inc.  
Address: 6116 Innovation Way, Carlsbad, CA 92009  
Contact Name: Christine Adams  
Phone: 760.692.2900  
Email: [christine@inmotionevents.com](mailto:christine@inmotionevents.com)  
Federal Tax ID #: 33-0142668

**Amount of Grant Request: Up to \$10,000**

**Program Description/Scope**

*Describe your program:*

The Carlsbad Marathon has been a valuable Carlsbad asset since 1991 when In Motion, Inc. was invited by the former city manager, Ray Patchette, to relocate the event from the City of San Diego to Carlsbad.

The event has grown each year in terms of participants, auxiliary events and awareness. The marathon is now accompanied by a very popular half marathon, the Kids Marathon Mile at LEGOLAND (one of the largest children's running events in California) and the three-day Health and Lifestyle Expo which is considered one of the best marathon expos in the country.

In spite of the economic downturn, the marathon and half marathon continue to attract 10,000 runners and walkers, the Kids Marathon Mile provides 3,000 children the opportunity to run through LEGOLAND and the three-day Health and Lifestyle Expo draws nearly 20,000 visitors.

Participants come to the Carlsbad Marathon from across the country and around the world. In 2012, participants came from forty-eight states and thirteen countries.

Completing a marathon or a half marathon requires a major commitment including six months of training and it appeals to a market of active, affluent achievers. They enjoy traveling and have the disposable income to combine travel with their running passion.

In addition to the participants, hundreds of vendors descend on Carlsbad on race weekend to display, demonstrate and sell products at the Health and Lifestyle Expo. Event sponsors often attend with regional and national representatives to see how their marketing dollars are being spent. They often bring their families for a fun-filled weekend (or longer) in the beautiful seaside village of Carlsbad.

Several additional features of the Carlsbad Marathon add to the value of the event. Our Official Charities program will provide more than twenty non-profit organizations with a vehicle to raise funds and awareness for their causes. Last year more than \$450,000 was raised through this program and every penny went directly to these non-profit organizations.

Run for Your School was introduced four years ago to help schools raise funds by entering teams in the Kids Marathon Mile. A portion of each entry fee goes back to the schools who participate.

Through this program, area schools are not only able to raise funds, but also improve the fitness level of their students.

In Motion also offers a six-month training program, In Motion Fit, which annually draws more than six hundred runners and walkers from first-timers to long-time marathoners and everything in between, and prepares them for the marathon or half marathon. Many of the members are Carlsbad residents. There is no question that the Carlsbad Marathon contributes to the overall health and fitness of the community.

*How will the program benefit Carlsbad tourism?*

The Carlsbad Marathon will directly benefit Carlsbad tourism in the following ways:

By filling hotel rooms on race weekend

The Carlsbad Marathon will once again work with Christine Ghezzi of Global Event Solutions to provide travel services for participants and serve as a liaison between hotels and the Carlsbad Marathon. This will allow us to continue to accurately track the number of room nights booked as a result of the event.

By promoting Carlsbad as a beautiful vacation destination

The pre-event advertising and the event coverage present Carlsbad in a very favorable light and showcase it as a great place to plan a winter getaway. After visiting Carlsbad for the marathon, many participants decide to make a return visit to vacation and see more of North County.

By highlighting Carlsbad to targeted nearby markets

We expect marathoners will continue to choose events that offer the fun and excitement of travel without the expense of increasing airfares. If we are awarded a CTBID grant, we will use the funds to "sell" the Carlsbad Marathon to nearby markets including Orange, Los Angeles, Riverside and San Bernardino counties as well as border cities in Arizona and Nevada. We'll also promote more race-related and local activities and attractions to encourage marathoners to spend more time in Carlsbad.

**Projected # of out of town visitors: 3,000 – 4,000**

**Projected # of overnight stays: 400-500**

**Applicant Background:**

This applicant is a (an):

☐ Non-Profit ☐ Local Public Agency ☒ For-Profit ☐ Individual ☐ Other \_\_\_\_\_

Years in Business: 31

Number of Employees: 5 full-time, 2 part-time and a weekend staff of 15

Number of Volunteers: 2,000

Names of Officers and Board of Directors:

Name:

Lynn Flanagan  
Christine Adams  
Ellen Larson

Title:

President  
Chief Executive Officer  
Vice President

**Experience in Program Area:**

We have been producing the marathon since 1986 and moved it from San Diego to North County in 1991. We have 31 years of experience in every aspect of race management including logistics, marketing, sponsorship, public relations and volunteer management.

We have an excellent relationship with the City of Carlsbad and work closely with City staff to make the Carlsbad Marathon a very positive and valuable experience for the participants, the City of

Carlsbad, its citizens and businesses. Our success is a direct result of our commitment to excellence and our ability to work as a team with the City of Carlsbad.

**Financial Capabilities/Budget:**

We are a very stable company in business since 1981. We have excellent credit and a healthy reserve to produce this event which has a budget of just over \$450,000. Our funding comes from entry fees, expo vendor fees and sponsorship.

We also have long-term contracts with clients who pay us a monthly management fee to produce fundraising events for them. These clients include the San Diego Affiliate of Susan G. Komen for the Cure, the Orange County Affiliate of Susan G. Komen for the Cure, Chelsea's Light Foundation and Rady Children's Hospital. We would be happy to supply letters of recommendation and/or evidence of our financial stability if required.

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the CTBID. Proof of program expenses (i.e., receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes ☒ No ☐

**Other Requirements**

Grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

**Certification:**

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge.

Christine Adam CEO 6.12.12  
Signature Title Date

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**Grant Application Timetable**

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